

MAY ALMIGHTY ALLAH PROTECT US ALL FROM THIS PANDEMIC SITUATION

Department of Art & Design
IQRA National University

FINAL SEMESTER ASSIGNMENT SPRING 2020

Course Code: FC-121

Program: BFD, BTD, BID

Course Title: Color Study

Module: Semester 1

Prerequisite: None

Total Marks: 40

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Note: Attempt all questions:

Q. No.	Part	Question	Marks
1.		Fill in the blanks:	10
	a)	NEWTON used colors for experimentation.	
	b)	Adjacent colors on color wheel are ANALOGOUS COLORS .	
	c)	Massive success in our business, career and personal life through knowledge of color PSYCHOLGY .	
	d)	Color intensity is also known as SATURATION .	
	e)	VISIBLE LIGHT wavelengths are detected sooner by our eyes.	
	f)	In market place color plays a role of GOOD sales person.	
	g)	COLORS benefit our mental and physical welfare.	
	h)	The chart that shows the relationship of different colors to each other is called the COLOR WHEEL .	

	<p>i) ADDITIVE color model is used in computers, television and theater.</p> <p>j) Vivid or bold colors in nature depict BRIGHT colors.</p>	
2.	<p>(A) Difference between color of light and color of pigment?</p> <p>ANS Pigments are chemicals that absorb selective wavelengths they prevent certain wavelengths of light from being transmitted or reflected. Because paints contain pigments, when white light (which is composed of red, green, and blue light) shines on colored paint, only some of the wavelengths of light are reflected.</p> <p>(B) Explain properties of color with examples?</p> <p>ANS PROPERTIES The Three Properties of Color. Color has three properties: hue, intensity (also called saturation), and value. HUE Is more specifically described by the dominant wavelength and is the first item we refer to (example. “Yellow”) when adding in the three components of a color. Hue is also a term which describes a dimension of color we readily experience when we look at color, or its purest form; it essentially refers to a color having full saturation, VALUE Value refers to the lightness or darkness of a color. It indicates the quantity of light reflected. When referring to pigments, dark values with black added are called “shades” of the given hue name. Light values with white pigment added are called “tints” of the hue name. INTENSITY (SATURATION , CHROMA) Saturation defines the brilliance and intensity of a color. When a pigment hue is “toned,” both white and black (grey) are added to the color to reduce the color’s saturation. In terms of the “additive” light color model, though, saturation works on a scale based on how much or how little other hues are represented in the color.</p> <p>(C) What is color psychology?</p>	15

	ANS	COLOR PSYCHOLOGY The psychology of color is based on the mental and emotional effects colors have on sighted people in all facets of life. There are some very subjective pieces to color psychology as well as some more accepted and proven elements. Keep in mind, that there will also be variations in interpretation, meaning, and perception between different cultures.	
3.		<p>Choose the correct answer:</p> <p>a) Key color in color models. (BLACK) (red, green, black)</p> <p>b) Discourage aggressive and impulsive behaviors. (COOL) (achromatic, cool, primary)</p> <p>c) The powerful color as a longest wavelength. (RED) (orange, black, red)</p> <p>d) Sharp contrast of colors. (WARM) (monochrome, complementary, warm)</p> <p>e) Color associated with royalty since ancient times. (PURPLE) (purple, blue, green)</p>	5
4.		Draw color wheel in which you have to show primary, secondary and tertiary colors with tints and shades	10